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ADVERTISING AND MEDIA RESEARCH

Cast Demographics, Unobserved Segments, and Heterogeneous Switching Costs in a Television Viewing Choice Model, RON SHACHAR and JOHN W. EMERSON, May 2000, 173–86.

An accurate television viewing choice model is an important tool for television executives and advertisers. The authors present a new viewing choice model, which differs from the traditional Rust–Alpert model in three ways: (1) It introduces a new show characteristic—the demographic characteristics of a show's cast; (2) it allows the preferences over the traditional show categories to be a function of both observable and unobservable individual characteristics; and (3) it allows the cost of switching among the viewing alternatives to vary across show types and individual characteristics. Cross-validated predictive testing shows that this model fits the data better than the Rust–Alpert model does. Furthermore, the authors demonstrate that network executives can improve ratings by using this model. The authors predict that by following their scheduling strategies (in particular, by broadcasting comedies after 10:00 P.M.), ABC, CBS, and NBC could have increased their average ratings by 12.9%, 7.5%, and 6.7%, respectively, on selected evenings.

A Connectionist Model of Brand–Quality Associations, CHRIS JANISZEWSKI and STIJN M.J. VAN OSSELAER, August 2000, 331–50.

See "Brand Management"

Controlling Measurement Errors in Models of Advertising Competition, PRASAD A. NAIK and CHIH-LING TSAI, February 2000, 113–24.

Commercial market research firms provide information on advertising variables of interest, such as brand awareness or gross rating points, that are likely to contain measurement errors. This unreliability of measured variables induces bias in the estimated parameters of dynamic models of advertising. Consequently, advertisers either under- or overspend on advertising to maintain a desired level of brand awareness. Monte Carlo studies show that the magnitude of bias can be serious when conventional estimation methods, such as ordinary least squares and errors in variables, are employed to obtain parameter estimates. Therefore, the authors have developed two new approaches that either reduce or eliminate parameter bias. Using these methods, advertisers can determine an unbiased optimal advertising budget, even if advertising variables are measured with error. The application of these methods to estimate the extent of measurement noise in empirical advertising data is illustrated.

Which Ad Works, When, Where, and How Often? Modeling the Effects of Direct Television Advertising, GERARD J. TELLIS, RAJESH K. CHANDY, and PATTANA THAIVANICH, February 2000, 32–46.

The authors develop a model to decompose the effects of television advertising for a toll-free referral service, at the hourly level. The model estimates which ad works, when, in which station, and for how long. Results of the analysis show that ads do stimulate direct response, but their effects dissipate very rapidly. Effectiveness and profitability vary substantially by creative, television station, and station x time of the day. The results underscore the need for managers to undertake such analyses and for researchers to use such a disaggregate approach.

ATTITUDE THEORY RESEARCH

Consumer Response to Negative Publicity: The Moderating Role of Commitment, ROHINI AHLUWALIA, ROBERT E. BURNKRANT, and H. RAO UNNAVA, May 2000, 203–14.

See "Consumer Behavior"

The Effects of Analyzing Reasons for Brand Preferences: Disruption or Reinforcement? JAIDEEP SENGUPTA and GAVAN J. FITZSIMONS, August 2000, 318–30.

Different streams of research offer seemingly conflicting predictions as to the effects of analyzing reasons for preferences on the attitude–behavior link. The authors apply these different theoretical accounts to a new product scenario and identify conditions under which analyzing reasons for brand preferences can increase or decrease the predictive value of reported preferences. Consistent with dual-process theories of persuasion, in Study 1 the authors find that reasons analysis increases the link between attitude and behavior when the measure of behavior closely follows attitude measurement. In contrast, and consistent with research by Wilson and colleagues (e.g., Wilson et al. 1989) on the disruptive effects of reasons analysis, the authors find that thinking about reasons significantly decreases the attitude–behavior correlation when the observed behavior occurs after a substantial delay. Study 2 not only replicates this finding but also suggests that the timing of the reasons task can be an important moderator of the disruption effect. Specifically, the authors draw on the literature on accountability effects to show that even when there is a delay between attitude and behavior measurement, reasons analysis leads to an increase in the attitude–behavior link, as long as reasons are analyzed after attitude measurement. Finally, in Study 3, the authors validate the account of the effects of reasons analysis by obtaining parallel findings for attitude persistence. Together, the studies offer preliminary advice to both practitioners and academics

regarding the potential effects of asking consumers to think about why they like or dislike certain products.

BRAND EVALUATION AND CHOICE

Choosing What I Want Versus Rejecting What I Do Not Want: An Application of Decision Framing to Product Option Choice Decisions, C. WHAN PARK, SUNG YOUL JUN, and DEBORAH J. MACINNIS, May 2000, 187–202.
See "Decision Research"

A Connectionist Model of Brand–Quality Associations, CHRIS JANISZEWSKI and STIJN M.J. VAN OSSELAER, August 2000, 331–50.
See "Brand Management"

Consumer Choice Between Hedonic and Utilitarian Goods, RAVI DHAR and KLAUS WERTENBROCH, February 2000, 60–71.
See "Decision Research"

Cultural Variations in Country of Origin Effects, ZEYNEP GÜRHAN-CANLI and DURAIRAJ MAHESWARAN, August 2000, 309–17.
See "Country of Origin"

The Effects of Incomplete Information on Consumer Choice, RAN KIVETZ and ITAMAR SIMONSON, November 2000, 427–48.
Two current trends, information overload and marketers' increased control over the manner in which their products are sold and presented to buyers (e.g., on the Internet), suggest that deciding what information to provide or not to provide can determine a product's success in the marketplace. Although it has long been recognized that most purchase decisions are made with incomplete information, researchers still know little about the effect of missing information on consumer choice. Building on prior work by Slovic and MacPhillamy (1974), the authors demonstrate that a tendency to give more weight to attributes on which all considered options have values (common attributes), compared with attributes for which not all options have values (unique attributes), can often lead to intransitive preferences. Using process measures, the authors further show that buyers tend to interpret missing attribute values in a way that supports the purchase of the option that is superior on the common attribute. The results indicate that information presentation format and inferences about missing values cannot account for the observed effects of missing information on consumer choice. The authors also show that the purchase decisions of buyers who consider attribute importance before making a choice and those with high need for cognition are less susceptible to influence by missing information. Finally, the findings indicate that choosing from sets with missing information can affect buyer tastes and purchase decisions made subsequently. The authors discuss the theoretical and practical implications of this research.

The Evolution of Brand Preferences and Choice Behaviors of Consumers New to a Market, CARRIE M. HEILMAN, DOUGLAS BOWMAN, and GORDON P. WRIGHT, May 2000, 139–55.
The authors examine how brand preferences and response to marketing activity evolve for consumers new to a market. They develop a theoretical framework that begins with a consumer's first-ever purchase in a product category and describes subsequent purchases as components of sequential purchasing stages. The theory is based on the notion that choices made by consumers new to a market are driven by two competing forces: consumers' desire to collect information about alternatives and their aversion to trying risky ones. These forces give rise to three stages of purchasing: an information collection stage that focuses initially on low-risk, big brand names; a stage in which information collection continues but is extended to lesser-known brands; and a stage of information consolidation leading to preference for the brands that provide the greatest utility. The authors use a logit-mixture model with time-varying parameters to capture the choice dynamics of different consumer segments. The results show the importance of accounting for product experience and learning when studying the dynamic choice processes of consumers new to a market. Insights from this study can help marketers tailor their marketing activities as consumers gain purchasing experience.

A Hierarchical Bayes Model for Assortment Choice, ERIC T. BRADLOW and VITHALA R. RAO, May 2000, 259–68.
See "Statistical Methods"

Impact of Product-Harm Crises on Brand Equity: The Moderating Role of Consumer Expectations, NIRAJ DAWAR and MADAN M. PILLUTLA, May 2000, 215–26.
See "Brand Management"

Inferring Latent Brand Dependencies, ULF BÖCKENHOLT and WILLIAM R. DILLON, February 2000, 72–87.
See "New Product Development and Launch"

An Investigation of Reference Price Segments, TRIDIB MAZUMDAR and PURUSHOTTAM PAPATLA, May 2000, 246–58.
See "Pricing"

Parameter Bias from Unobserved Effects in the Multinomial Logit Model of Consumer Choice, CHARLES ABRAMSON, RICK L. ANDREWS, IMRAN S. CURRIM, and MORGAN JONES, November 2000, 410–26.
See "Econometric Models"

BRAND MANAGEMENT

Building Store Loyalty Through Store Brands, MARCEL CORSTJENS and RAJIV LAL, August 2000, 281–91.
See "Retailing"

A Connectionist Model of Brand–Quality Associations, CHRIS JANISZEWSKI and STIJN M.J. VAN OSSELAER, August 2000, 331–50.
Consumers use brand names and product features to predict the performance of products. Various learning models offer hypotheses about the source of these predictive associations. Spreading-activation models hypothesize that cues acquire predictive value as a consequence of being present during the acquisition of product performance information. Least mean squares connectionist models hypothesize that any one cue acquires predictive value only to the extent that it can predict differences in performance that are not already predicted by other available cues. Five studies in the context of portfolio-branding strategies provide evidence supporting a least mean squares connectionist model. As predicted by this model, results show that subbranding and ingredient-branding strategies can protect brands from dilution in some situations but can promote dilution in other situations.

The Emergence of Market Structure in New Repeat-Purchase Categories: The Interplay of Market Share and Retailer Distribution, BART J. BRONNENBERG, VIJAY MAHAJAN, and WILFRIED R. VANHONACKER, February 2000, 16–31.
See "Channels of Distribution"

The Evolution of Brand Preferences and Choice Behaviors of Consumers New to a Market, CARRIE M. HEILMAN, DOUGLAS BOWMAN, and GORDON P. WRIGHT, May 2000, 139–55.
See "Brand Evaluation and Choice"

Historical Method in Marketing Research with New Evidence on Long-Term Market Share Stability, PETER N. GOLDER, May 2000, 156–72.
Several researchers have advocated historical or longitudinal approaches to study marketing phenomena. Although some have applied this approach, more often it has been overlooked or denigrated. The author argues that historical method is capable of producing scientific knowledge that is currently useful, rather than simply a remembrance of the past. The author presents a complete description of the historical method, so researchers can use this article as a guide when applying this method. The value of the method is illustrated by examining the prevailing finding in the marketing literature that market shares are stable over time. Although this finding is considered an empirical generalization, an analysis of more than 650 brands in 100 categories raises doubts about the longevity of market share stability.

Impact of a Late Entrant on the Diffusion of a New Product/Service, TRICHY V. KRISHNAN, FRANK M. BASS, and V. KUMAR, May 2000, 269–78.
See "Diffusion of Innovations"

Impact of Product-Harm Crises on Brand Equity: The Moderating Role of Consumer Expectations, NIRAJ DAWAR and MADAN M. PILLUTLA, May 2000, 215–26.
Brand equity is a valuable yet fragile asset. The mounting frequency of product-harm crises and ill-prepared corporate responses to such crises can have profound consequences for brand equity. Yet there is little research on the marketing impact of crises. The authors employ the

expectations–evidence framework to understand the impact of firms' responses to crises on customer-based brand equity. The results of a field survey and two laboratory experiments indicate that consumers interpret firm response on the basis of their prior expectations about the firm. The interaction of expectations and firm response is shown to affect postcrisis brand equity. The authors draw implications for the expectations–evidence framework and for the outcomes of different types of firm response (i.e., unambiguous support, ambiguous response, and unambiguous stonewalling) on brand equity.

BUSINESS-TO-BUSINESS MARKETING

Control Mechanisms and the Relationship Life Cycle: Implications for Safeguarding Specific Investments and Developing Commitment, SANDY D. JAP and SHANKAR GANESAN, May 2000, 227–45.
See "Organizational Relationships"

CHANNELS OF DISTRIBUTION

Buyer–Supplier Contracts Versus Joint Ventures: Determinants and Consequences of Transaction Structure, MARK B. HOUSTON and SHANE A. JOHNSON, February 2000, 1–15.

When a buyer firm and a supplier firm plan to transact, what factors drive their choice of mechanism to govern the relationship? Focusing on contract-governed versus joint venture–governed relationships, the authors present a theoretical framework that specifies the conditions that make one or the other form of relationship structure more appropriate. This study was designed to address potential limitations regarding measurement, financial consequences, and context in the extant literature. The authors employ measures derived from Standard & Poor's Compustat financial database and an overall measure of firm reputation to examine empirically differences in firm characteristics across the two types of relationships. To examine the financial consequences of relationship structure, the authors use event-study techniques that tie stock price reactions to the governance mechanism choice. The results suggest that buyers and suppliers are more likely to form a joint venture (versus simple contract) when (1) the supplier's degree of asset specificity is high, (2) monitoring the supplier's behavior is difficult, and (3) the supplier has a poorer reputation. The authors find that vertical joint ventures (between buyers and suppliers) are economically similar to contracts, to the extent that abnormal wealth gains go solely to the supplier firms. Horizontal joint ventures (partners are at the same level of the value chain), however, provide bilateral, synergistic wealth gains. The results suggest that buyers and suppliers can use joint ventures to reduce certain governance problems rather than to gain synergies.

Control Mechanisms and the Relationship Life Cycle: Implications for Safeguarding Specific Investments and Developing Commitment, SANDY D. JAP and SHANKAR GANESAN, May 2000, 227–45.
See "Organizational Relationships"

The Emergence of Market Structure in New Repeat-Purchase Categories: The Interplay of Market Share and Retailer Distribution, BART J. BRONNENBERG, VIJAY MAHAJAN, and WILFRIED R. VANHONACKER, February 2000, 16–31.

The authors study brand-share dynamics among competing brands in new repeat-purchase categories. In such new categories, market shares are strongly affected by retailer distribution decisions. Because a retailer that considers a brand for distribution can take into account the prior performance of that brand with other retailers, the success of a manufacturer in obtaining distribution can depend positively on its brand's market share to date. This creates positive feedback between a brand's market share and its distribution over the growth stage of the category. Temporary positive feedback, along with the way manufacturers influence their brand's market share and distribution, is hypothesized to drive the emergence of the market structure. The authors model this feedback to quantify the evolution of a brand's coupled market share and distribution. Empirical results using data from the U.S. ready-to-drink tea category suggest that positive feedback between market share and distribution exists in the early growth stage of the category. Therefore, early in the life of the new category small short-term changes in market share or distribution may generate larger long-term changes in market share and distribution. Later, such momentum appears absent. In this context, the authors discuss how a late entrant fails to capture a sizeable share of the market.

Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels, FLORIAN ZETTELMEYER, August 2000, 292–308.
See "Internet Marketing"

CONSUMER BEHAVIOR

A Cognitive Model of People's Usage Estimations, JOSEPH C. NUNES, November 2000, 397–409.
See "Decision Research"

Consumer Choice Between Hedonic and Utilitarian Goods, RAVI DHAR and KLAUS WERTENBROCH, February 2000, 60–71.
See "Decision Research"

Consumer Response to Negative Publicity: The Moderating Role of Commitment, ROHINI AHLUWALIA, ROBERT E. BURNKRANT, and H. RAO UNNAVA, May 2000, 203–14.

Even though negative information about brands and companies is widely prevalent in the marketplace, except for case studies, there has been no systematic investigation of how consumers process negative information about the brands they like and use. In the three studies in this research, the authors attempt to bridge this gap. The findings of the first and second studies provide a theoretical framework for understanding how consumers process negative information in the marketplace. Commitment of the consumer toward the brand is identified as a moderator of negative information effects. In the third study, the authors use this theoretical framework to derive and test response strategies that companies can use to counter negative publicity for consumers who are high and low in commitment toward the brand.

Impact of Product-Harm Crises on Brand Equity: The Moderating Role of Consumer Expectations, NIRAJ DAWAR and MADAN M. PILLUTLA, May 2000, 215–26.
See "Brand Management"

Response Latencies in the Analysis of Conjoint Choice Experiments, RINUS HAAIJER, WAGNER A. KAMAKURA, and MICHEL WEDEL, August 2000, 376–82.
See "Statistical Methods"

CONTENT ANALYSIS

Modeling Fuzzy Data in Qualitative Marketing Research, SAJEEV VARKI, BRUCE COOIL, and ROLAND T. RUST, November 2000, 480–89.

In marketing, qualitative data are used in theory development to investigate marketing phenomena in more depth. After qualitative data are collected, the judgment-based classification of items into categories is routinely used to summarize and communicate the information contained in the data. In this article, the authors provide marketing researchers with a method that (1) provides useful substantive information about the proportion and degree to which items belong to several categories and (2) measures the classification accuracy of the judges. The model is called the fuzzy latent class model (FLCM), because it extends Dillon and Mulani's (1984) latent class model by freeing it from the restrictive assumption that all items are crisp for a given categorization. Instead, FLCM allows for items to be either crisp or fuzzy. Crisp items belong exclusively to one category, whereas fuzzy items belong—in varying degree—to multiple categories. This relaxation in the assumption about the nature of qualitative data makes FLCM more widely applicable: Qualitative data in marketing research are often fuzzy, because they involve open-ended descriptions of complex phenomena. The authors also propose a moment-based measure of overall data fuzziness that is bounded by 0 (completely crisp) and 1 (completely fuzzy).

COUNTRY OF ORIGIN

Cultural Variations in Country of Origin Effects, ZEYNEP GÜRHAN-CANLI and DURAIRAJ MAHESWARAN, August 2000, 309–17.

The authors examine the extent to which cultural orientation influences country of origin effects on product evaluations in two countries (Japan and the United States). Subjects were given attribute information about a mountain bike made in either Japan or the United States. The target product was described as either superior or inferior to competition. Respondents in Japan evaluated the product that originated in the home country (versus foreign country) more favorably regardless of product

superiority. In contrast, respondents in the United States evaluated the product that originated in the home country more favorably only when the product was superior to competition. The authors explain these findings on the basis of the cultural psychological principles of individualism and collectivism. Specifically, the authors show that the vertical dimension of individualism and collectivism explains country of origin effects. The authors also discuss implications for global marketing strategies featuring country of origin.

CULTURAL PSYCHOLOGY

Cultural Variations in Country of Origin Effects, ZEYNEP GÜRHAN-CANLI and DURAIRAJ MAHESWARAN, August 2000, 309–17.
See "Country of Origin"

CUSTOMER SERVICE

Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-Experiments in the United States and Spain, DUNCAN I. SIMESTER, JOHN R. HAUSER, BIRGER WERNERFELT, and ROLAND T. RUST, February 2000, 102–12.

A multinational firm uses sophisticated, state-of-the-art methods to design and implement customer satisfaction improvement programs in the United States and Spain. Quasi-experimental analysis reveals a complex and surprising picture that highlights (1) implementation issues (empowerment), (2) a construct of residual satisfaction not captured by customer needs, and (3) the managerial need for combining nonequivalent controls and nonequivalent dependent variables.

DECISION RESEARCH

Artificial Neural Network Decision Support Systems for New Product Development Project Selection, R. JEFFREY THIEME, MICHAEL SONG, and ROGER J. CALANTONE, November 2000, 499–507.
See "New Product Development and Launch"

Choosing What I Want Versus Rejecting What I Do Not Want: An Application of Decision Framing to Product Option Choice Decisions, C. WHAN PARK, SUNG YOUL JUN, and DEBORAH J. MACINNIS, May 2000, 187–202.

The authors examine the effects of using a subtractive versus an additive option-framing method on consumers' option choice decisions in three studies. The former option-framing method presents consumers with a fully loaded product and asks them to delete options they do not want. The latter presents them with a base model and asks them to add the options they do want. Combined, the studies support the managerial attractiveness of the subtractive versus the additive option-framing method. Consumers tend to choose more options with a higher total option price when they use subtractive versus additive option framing. This effect holds across different option price levels (Study 1) and product categories of varying price (Study 2). Moreover, this effect is magnified when subjects are asked to anticipate regret from their option choice decisions (Study 2). However, option framing has a different effect on the purchase likelihood of the product category itself, depending on the subject's initial interest in buying within the category. Although subtractive option framing offers strong advantages to managers when product commitment is high, it appears to demotivate category purchase when product commitment is low (Study 3). In addition, the three studies reveal several other findings about the attractiveness of subtractive versus additive option framing from the standpoint of consumers and managers. These findings, in turn, offer interesting public policy and future research implications.

A Cognitive Model of People's Usage Estimations, JOSEPH C. NUNES, November 2000, 397–409.

The author explores how consumers anticipate product or service usage during the purchase deliberation and develops a descriptive model of the decision process in which consumers integrate their usage expectations into the choice between paying a flat fee for unlimited access or paying per use. The model helps explain why consumers habitually overestimate the likelihood of using enough to justify the flat fee and how this misperception depends on the perceived range of usage anticipated by the user.

Consumer Choice Between Hedonic and Utilitarian Goods, RAVI DHAR and KLAUS WERTENBROCH, February 2000, 60–71.

In this article, the authors examine how consumer choice between hedonic and utilitarian goods is influenced by the nature of the decision task. Building on research on elaboration, the authors propose that the relative salience of hedonic dimensions is greater when consumers decide which of several items to give up (forfeiture choices) than when they decide which item to acquire (acquisition choices). The resulting hypothesis that a hedonic item is relatively preferred over the same utilitarian item in forfeiture choices than in acquisition choices was supported in two choice experiments. In a subsequent experiment, these findings were extended to hypothetical choices in which the acquisition and forfeiture conditions were created by manipulating initial attribute-level reference states instead of ownership. Finally, consistent with the experimental findings, a field survey showed that, relative to market prices, owners of relatively hedonic cars value their vehicles more than do owners of relatively utilitarian cars. The authors discuss theoretical implications of these reference-dependent preference asymmetries and explore consequences for marketing managers and other decision makers.

The Effects of Incomplete Information on Consumer Choice, RAN KIVETZ and ITAMAR SIMONSON, November 2000, 427–48.
See "Brand Evaluation and Choice"

DIFFUSION OF INNOVATIONS

Global Diffusion of Technological Innovations: A Coupled-Hazard Approach, MARNIK G. DEKIMPE, PHILIP M. PARKER, and MIKLOS SARVARY, February 2000, 47–59.

The authors propose a new methodology called the "coupled-hazard approach" to study the global diffusion of technological innovations. Beyond its ability to describe discontinuous diffusion patterns, the method explicitly recognizes the conceptual difference between the timing of a country's introduction of the new technology (the so-called implementation stage; Rogers 1983) and the timing of the innovation's full adoption in the country (the confirmation stage). To illustrate the method, the authors apply it to the global diffusion of digital telecommunications switches across more than 160 countries.

Impact of a Late Entrant on the Diffusion of a New Product/Service, TRICHY V. KRISHNAN, FRANK M. BASS, and V. KUMAR, May 2000, 269–78.

Starting with Bass's (1969) article, diffusion researchers have predominantly focused on modeling category-level sales growth and issues surrounding it. In this article, the authors propose a brand-level diffusion model and demonstrate its managerial use by applying it to the following issue: If a new brand enters a category that has not attained its peak sales, how can a practicing manager evaluate its impact on the category and on the incumbent brands? The proposed model helps the manager diagnose whether the late entrant affects the market potential and/or the diffusion speed of the category and of the incumbent brands. The authors test the model using brand-level sales data from the cellular telephone industry in multiple markets.

ECONOMETRIC MODELS

Cast Demographics, Unobserved Segments, and Heterogeneous Switching Costs in a Television Viewing Choice Model, RON SHACHAR and JOHN W. EMERSON, May 2000, 173–86.
See "Advertising and Media Research"

Controlling Measurement Errors in Models of Advertising Competition, PRASAD A. NAIK and CHIH-LING TSAI, February 2000, 113–24.
See "Advertising and Media Research"

The Estimation of Pre- and Postpromotion Dips with Store-Level Scanner Data, HARALD J. VAN HEERDE, PETER S.H. LEEFLANG, and DICK R. WITTINK, August 2000, 383–95.
See "Promotion"

From Uncertain Intentions to Actual Behavior: A Threshold Model of Whether and When Salespeople Quit, MURALI CHANDRASHEKARAN, KEVIN MCNEILLY, FREDERICK A. RUSS, and DETELINA MARINOVA, November 2000, 463–79.
See "Sales Force Management"

An Investigation of Reference Price Segments, TRIDIB MAZUMDAR and PURUSHOTTAM PAPATLA, May 2000, 246–58.
See "Pricing"

Parameter Bias from Unobserved Effects in the Multinomial Logit Model of Consumer Choice, CHARLES ABRAMSON, RICK L. ANDREWS, IMRAN S. CURRIM, and MORGAN JONES, November 2000, 410–26.

Over the past two decades, validation of choice models has focused on predictive validity rather than parameter bias. In real-world validation of choice models, true parameter values are unknown, so examination of parameter bias is not possible. In contrast, the main focus of this study is parameter bias in simulated scanner-panel choice data with known parameter values. Study of parameter bias enables the assessment of a fundamental issue not addressed in the choice modeling literature—the extent to which the logit choice model is capable of distinguishing unobserved effects that give rise to persistence in observed choices (e.g., heterogeneity and state dependence). Although econometric theory provides some information about the causes of bias, the extent of such bias in typical scanner data applications remains unclear. The authors present an extensive simulation study that provides information on the extent of bias resulting from the misspecification of four unobserved effects that receive frequent attention in the literature—choice set effects, heterogeneity in preferences and market response, state dependence, and serial correlation. The authors outline implications for model builders and managers. In general, the potential for parameter bias in choice model applications appears to be high. Overall, a logit model with choice set effects and the Guadagni–Little loyalty variable produces the most valid parameter estimates.

Which Ad Works, When, Where, and How Often? Modeling the Effects of Direct Television Advertising, GERARD J. TELLIS, RAJESH K. CHANDY, and PATTANA THAIVANICH, February 2000, 32–46.

See "Advertising and Media Research"

FORECASTING

Impact of a Late Entrant on the Diffusion of a New Product/Service, TRICHY V. KRISHNAN, FRANK M. BASS, and V. KUMAR, May 2000, 269–78.

See "Diffusion of Innovations"

INDUSTRIAL MARKETING

Global Diffusion of Technological Innovations: A Coupled-Hazard Approach, MARNIK G. DEKIMPE, PHILIP M. PARKER, and MIKLOS SARVARY, February 2000, 47–59.

See "Diffusion of Innovations"

INFORMATION PROCESSING

Artificial Neural Network Decision Support Systems for New Product Development Project Selection, R. JEFFREY THIEME, MICHAEL SONG, and ROGER J. CALANTONE, November 2000, 499–507.

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Choosing What I Want Versus Rejecting What I Do Not Want: An Application of Decision Framing to Product Option Choice Decisions, C. WHAN PARK, SUNG YOUL JUN, and DEBORAH J. MACINNIS, May 2000, 187–202.

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Consumer Response to Negative Publicity: The Moderating Role of Commitment, ROHINI AHLUWALIA, ROBERT E. BURNKRANT, and H. RAO UNNAVA, May 2000, 203–14.

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The Effects of Analyzing Reasons for Brand Preferences: Disruption or Reinforcement? JAIDEEP SENGUPTA and GAVAN J. FITZSIMONS, August 2000, 318–30.

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The Effects of Incomplete Information on Consumer Choice, RAN KIVETZ and ITAMAR SIMONSON, November 2000, 427–48.

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Internet Recommendation Systems, ASIM ANSARI, SKANDER ESSEGAIER, and RAJEEV KOHLI, August 2000, 363–75.

See "Internet Marketing"

INTENTION–BEHAVIOR LINK

From Uncertain Intentions to Actual Behavior: A Threshold Model of Whether and When Salespeople Quit, MURALI CHANDRASHEKARAN, KEVIN MCNEILLY, FREDERICK A. RUSS, and DETELINA MARINOVA, November 2000, 463–79.

See "Sales Force Management"

INTERNATIONAL MARKETING

Global Diffusion of Technological Innovations: A Coupled-Hazard Approach, MARNIK G. DEKIMPE, PHILIP M. PARKER, and MIKLOS SARVARY, February 2000, 47–59.

See "Diffusion of Innovations"

INTERNET MARKETING

Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels, FLORIAN ZETTELMEYER, August 2000, 292–308.

The author shows how firms' pricing and communications strategies may be affected by the size of the Internet: Firms have incentives to facilitate consumer search on the Internet, but only as long as the Internet's reach is limited. As the Internet is used by more consumers, firms' pricing and communications strategies on the Internet will mirror the strategies they pursue in a conventional channel. Firms can increase their market power by strategically using information on multiple channels to achieve finer consumer segmentation. The author suggests directions the Internet might take and derives managerial implications. The findings generalize to other channels that enable firms to segment consumers and inform them at low cost.

Internet Recommendation Systems, ASIM ANSARI, SKANDER ESSEGAIER, and RAJEEV KOHLI, August 2000, 363–75.

Several online firms, including Yahoo!, Amazon.com, and Movie Critic, recommend documents and products to consumers. Typically, the recommendations are based on content and/or collaborative filtering methods. The authors examine the merits of these methods, suggest that preference models used in marketing offer good alternatives, and describe a Bayesian preference model that allows statistical integration of five types of information useful for making recommendations: a person's expressed preferences, preferences of other consumers, expert evaluations, item characteristics, and individual characteristics. The proposed method accounts for not only preference heterogeneity across users but also unobserved product heterogeneity by introducing the interaction of unobserved product attributes with customer characteristics. The authors describe estimation by means of Markov chain Monte Carlo methods and use the model with a large data set to recommend movies either when collaborative filtering methods are viable alternatives or when no recommendations can be made by these methods.

MANAGERIAL JUDGMENT AND DECISION AIDS

Testing the Reliability of Weight Elicitation Methods: Direct Rating Versus Point Allocation, PAUL A. BOTTOMLEY, JOHN R. DOYLE, and RODNEY H. GREEN, November 2000, 508–13.

See "Sampling and Survey Methods"

MARKET ANALYSIS AND RESPONSE

The Emergence of Market Structure in New Repeat-Purchase Categories: The Interplay of Market Share and Retailer Distribution, BART J. BRONNENBERG, VIJAY MAHAJAN, and WILFRIED R. VANHONACKER, February 2000, 16–31.

See "Channels of Distribution"

The Evolution of Brand Preferences and Choice Behaviors of Consumers New to a Market, CARRIE M. HEILMAN, DOUGLAS BOWMAN, and GORDON P. WRIGHT, May 2000, 139–55.

See "Brand Evaluation and Choice"

An Experimental and Theoretical Analysis of Price-Matching Refund Policies, SANJAY JAIN and JOYDEEP SRIVASTAVA, August 2000, 351–62.

See "Pricing"

Historical Method in Marketing Research with New Evidence on Long-Term Market Share Stability, PETER N. GOLDER, May 2000, 156–72.
See "Brand Management"

Inferring Latent Brand Dependencies, ULF BÖCKENHOLT and WILLIAM R. DILLON, February 2000, 72–87.
See "New Product Development and Launch"

Which Ad Works, When, Where, and How Often? Modeling the Effects of Direct Television Advertising, GERARD J. TELLIS, RAJESH K. CHANDY, and PATTANA THAIVANICH, February 2000, 32–46.
See "Advertising and Media Research"

MARKET ORIENTATION

A Multiple-Layer Model of Market-Oriented Organizational Culture: Measurement Issues and Performance Outcomes, CHRISTIAN HOMBURG and CHRISTIAN PFLESSER, November 2000, 449–62.

Previous research addressing market orientation from a cultural perspective typically has used behavioral measures of this construct. Drawing on literature in the fields of organizational theory and marketing, the authors develop a multilayer model of market-oriented organizational culture. They draw an explicit distinction among values that support market orientation, norms for market orientation, artifacts indicating high and low market orientation, and market-oriented behaviors. On the basis of qualitative research and a subsequent survey, the authors develop scales for measuring the different layers of market-oriented culture and analyze relationships among the different components of market-oriented culture. Findings indicate that artifacts play a crucial role in determining behavior within organizations. Results also indicate that a market-oriented culture influences financial performance indirectly through market performance and that this relationship is stronger in highly dynamic markets.

MARKET RESEARCH UTILIZATION

Are Consumer Survey Results Distorted? Systematic Impact of Behavioral Frequency and Duration on Survey Response Errors, EUNKYU LEE, MICHAEL Y. HU, and REX S. TOH, February 2000, 125–33.

Using a large-scale consumer database created by AT&T, the authors investigate how actual behavioral frequency and duration systematically affect the direction of errors in consumer survey responses. By analyzing errors in consumers' reports on their frequency of using long-distance telephone calls, letters, cards, and visits for personal communication, the authors demonstrate that high-frequency groups underreported their behavioral frequencies, whereas low-frequency groups overreported them. Similarly, the results show that consumers underestimate the duration of lengthy telephone conversations, whereas they overestimate the duration of short ones. Overall, the authors find that people tend to overestimate both frequency and duration. These compressive regressive effects toward the mean and overall upward bias for both frequency and duration estimations result in a distorted view of the market, which will be incorrectly perceived to be more homogeneous and larger than it really is.

A New Dimension Reduction Approach for Data-Rich Marketing Environments: Sliced Inverse Regression, PRASAD A. NAIK, MICHAEL R. HAGERTY, and CHIH-LING TSAI, February 2000, 88–101.
See "Statistical Methods"

MEASUREMENT

Are Consumer Survey Results Distorted? Systematic Impact of Behavioral Frequency and Duration on Survey Response Errors, EUNKYU LEE, MICHAEL Y. HU, and REX S. TOH, February 2000, 125–33.
See "Market Research Utilization"

Buyer–Supplier Contracts Versus Joint Ventures: Determinants and Consequences of Transaction Structure, MARK B. HOUSTON and SHANE A. JOHNSON, February 2000, 1–15.
See "Channels of Distribution"

Factor Analysis and Missing Data, WAGNER A. KAMAKURA and MICHEL WEDEL, November 2000, 490–98.
See "Statistical Methods"

Modeling Fuzzy Data in Qualitative Marketing Research, SAJEEV VARKI, BRUCE COOIL, and ROLAND T. RUST, November 2000, 480–89.
See "Content Analysis"

A Multiple-Item Model of Paired Comparisons: Separating Chance from Latent Preference, ALBERT C. BEMMAOR and UDO WAGNER, November 2000, 514–24.
See "New Product Development and Launch"

A Multiple-Layer Model of Market-Oriented Organizational Culture: Measurement Issues and Performance Outcomes, CHRISTIAN HOMBURG and CHRISTIAN PFLESSER, November 2000, 449–62.
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Testing the Reliability of Weight Elicitation Methods: Direct Rating Versus Point Allocation, PAUL A. BOTTOMLEY, JOHN R. DOYLE, and RODNEY H. GREEN, November 2000, 508–13.
See "Sampling and Survey Methods"

NEW PRODUCT DEVELOPMENT AND LAUNCH

Artificial Neural Network Decision Support Systems for New Product Development Project Selection, R. JEFFREY THIEME, MICHAEL SONG, and ROGER J. CALANTONE, November 2000, 499–507.

The authors extend and develop an artificial neural network decision support system and demonstrate how it can guide managers when they make complex new product development decisions. The authors use data from 612 projects to compare this new method with traditional methods for predicting various success outcomes for new product projects.

Inferring Latent Brand Dependencies, ULF BÖCKENHOLT and WILLIAM R. DILLON, February 2000, 72–87.

In this article, the authors develop a class of models to reconstruct brand-transition probabilities when individual brand purchase sequence information is not available. The authors introduce two general model forms by assuming different underlying mechanisms for individual heterogeneity in brand switching. The first model form captures individual heterogeneity by a latent class structure. The second model form captures individual heterogeneity by postulating that the brand-choice probabilities follow a Dirichlet distribution, which yields the popular Dirichlet multinomial formulation. Monte Carlo simulations are performed with a view toward assessing whether individual transition probabilities can be captured from knowledge of only aggregated brand choices. Results indicate that the proposed method can indeed capture individual brand-transition probabilities under several different conditions. An empirical application illustrates how these models can be used to provide important information on individual brand transitions and the role of marketing-related covariates.

A Multiple-Item Model of Paired Comparisons: Separating Chance from Latent Preference, ALBERT C. BEMMAOR and UDO WAGNER, November 2000, 514–24.

The authors develop a flexible model to analyze relative preference scores: the binomial/Dirichlet model. This model assumes that (1) individual respondents make independent draws from binomial distributions when stating their preferences and (2) the latent (unobserved) preference parameters vary across respondents according to a Dirichlet distribution. Through the analysis of 44 tests that include from two to five products each, the authors show that the model fits the data relatively well. A multinomial/Dirichlet extension of the model that applies to repeat preference tests of two items provides a better fit than an alternative mixture model despite fewer parameters. To test two items and obtain an accuracy of ±.05 with a 95% confidence interval for the mean preference intensities, a multinomial/Dirichlet model requires two paired comparisons (made at two points in time) per respondent and a sample size of 400; these requirements represent half the required number of preference measurements per respondent and half the required sample size of alternative methods. Although the illustrative examples refer to the comparison of known brands and unidentified products, the proposed methodology can be applied to many contexts, including the evaluation of product profiles in conjoint analysis.

A New Dimension Reduction Approach for Data-Rich Marketing Environments: Sliced Inverse Regression, PRASAD A. NAIK, MICHAEL R. HAGERTY, and CHIH-LING TSAI, February 2000, 88–101.
See "Statistical Methods"

ORGANIZATIONAL RELATIONSHIPS

Buyer–Supplier Contracts Versus Joint Ventures: Determinants and Consequences of Transaction Structure, MARK B. HOUSTON and SHANE A. JOHNSON, February 2000, 1–15.
See "Channels of Distribution"

Control Mechanisms and the Relationship Life Cycle: Implications for Safeguarding Specific Investments and Developing Commitment, SANDY D. JAP and SHANKAR GANESAN, May 2000, 227–45.

Powerful suppliers often require retailers to make significant idiosyncratic investments to improve coordination between organizations and to enhance the supplier's presence in the end market. The authors examine how a retailer might better manage the hold-up potential of these transaction-specific investments (TSIs) through the use of three control mechanisms: supplier's TSIs, the development of relational norms, and the use of explicit contracts. Moreover, the authors consider the time-dependent nature of these mechanisms by observing their effects on commitment over the course of a relationship life cycle. The results indicate that (1) a retailer's TSIs have a negative effect on its perceptions of supplier commitment; (2) a supplier's TSIs and relational norms increase the retailer's perception of supplier commitment, whereas explicit contracts are associated with perceptions of lower supplier commitment; and (3) each of the three control mechanisms moderates the negative impact of retailer investments on perceptions of supplier commitment contingent on the relationship phase. Specifically, bilateral TSIs enhance commitment in the exploration phase and a positive effect during the decline phase. The results also indicate that the retailer's perceptions of supplier commitment are positively related to its evaluation of supplier performance and satisfaction and negatively related to conflict.

PRICING

Building Store Loyalty Through Store Brands, MARCEL CORSTJENS and RAJIV LAL, August 2000, 281–91.
See "Retailing"

A Cognitive Model of People's Usage Estimations, JOSEPH C. NUNES, November 2000, 397–409.
See "Decision Research"

Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels, FLORIAN ZETTELMEYER, August 2000, 292–308.
See "Internet Marketing"

An Experimental and Theoretical Analysis of Price-Matching Refund Policies, SANJAY JAIN and JOYDEEP SRIVASTAVA, August 2000, 351–62.

Price-matching refund policies, or offers by firms to match competitor's prices, are common in both consumer and industrial marketing. Much of the previous theoretical work in economics suggests that price-matching refunds are associated with higher prices. In contrast, the trade press postulates that price-matching policies are associated with lower prices. Given these inconsistent views regarding price-matching policies, the authors experimentally examine how consumers view and interpret such policies and then develop a model that incorporates these consumer interpretations as well as asymmetries across stores. In the model, the asymmetry across stores is the key to deriving the conditions under which a signaling equilibrium exists in the presence of price-matching policies. The critical point is that the competition-reducing and price discrimination effects, which seem to form the basis of most of the previous theoretical literature, can be counteracted by the presence of differentiated firms and uninformed consumers. The model suggests that under some conditions, price-matching policies can lead to more intense price competition. Furthermore, all firms will not find it profitable to offer refunds, and consistent with consumer expectations, the firms with lower prices will offer refunds.

An Investigation of Reference Price Segments, TRIDIB MAZUMDAR and PURUSHOTTAM PAPATLA, May 2000, 246–58.

Empirical research on reference price has typically assumed that consumers use either an internal reference price (IRP) or an external reference price (ERP), but not both, in brand choice decisions. In this article, the authors assume that consumers use both IRP and ERP but may consider one of them more salient than the other. The authors develop a model that segments consumers on the basis of the differences in the importance they assign to each type of reference price as well as in their brand preferences and responses to marketing-mix variables. The authors calibrate the model on data for four categories: liquid detergents, ketchup, tissue, and yogurt. In all four categories, the proposed model performs significantly better than the one that assumes that consumers use either IRP or ERP exclusively. The authors discuss the managerial implications of this finding.

PROMOTION

The Estimation of Pre- and Postpromotion Dips with Store-Level Scanner Data, HARALD J. VAN HEERDE, PETER S.H. LEEFLANG, and DICK R. WITTINK, August 2000, 383–95.

One of the mysteries of store-level scanner data modeling is the lack of a dip in sales in the weeks following a promotion. Researchers expect to find a postpromotion dip because analyses of household scanner panel data indicate that consumers tend to accelerate their purchases in response to a promotion—that is, they buy earlier and/or purchase larger quantities than they would in the absence of a promotion. Thus, there should also be a pronounced dip in store-level sales in the weeks following a promotion. However, researchers rarely find such dips at either the category or the brand level. Several arguments have been proposed to account for the lack of a postpromotion dip in store-level sales data and to explain why dips may be hidden. Because dips are difficult to detect by traditional models (and by a visual inspection of the data), the authors propose models that can account for a multitude of factors that together cause complex pre- and postpromotion dips. The authors use three alternative distributed lead and lag structures: an Almon model, an unrestricted dynamic effects model, and an exponential decay model. In each model, the authors include four types of price discounts: without any support, with display-only support, with feature-only support, and with feature and display support. The models are calibrated on store-level scanner data for two product categories: tuna and toilet tissue. The authors estimate the dip to be between 4 and 25% of the current sales effect, which is consistent with household-level studies.

REGRESSION AND OTHER STATISTICAL METHODS

Factor Analysis and Missing Data, WAGNER A. KAMAKURA and MICHEL WEDEL, November 2000, 490–98.
See "Statistical Methods"

Response Latencies in the Analysis of Conjoint Choice Experiments, RINUS HAAIJER, WAGNER A. KAMAKURA, and MICHEL WEDEL, August 2000, 376–82.
See "Statistical Methods"

RESEARCH DESIGN

The Effects of Analyzing Reasons for Brand Preferences: Disruption or Reinforcement? JAIDEEP SENGUPTA and GAVAN J. FITZSIMONS, August 2000, 318–30.
See "Attitude Theory Research"

Historical Method in Marketing Research with New Evidence on Long-Term Market Share Stability, PETER N. GOLDER, May 2000, 156–72.
See "Brand Management"

Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-Experiments in the United States and Spain, DUNCAN I. SIMESTER, JOHN R. HAUSER, BIRGER WERNERFELT, and ROLAND T. RUST, February 2000, 102–12.
See "Customer Service"

RETAILING

Building Store Loyalty Through Store Brands, MARCEL CORSTJENS and RAJIV LAL, August 2000, 281–91.

In this article, the authors study the role of a store brand in building store loyalty through a game theoretic analysis. In a market in which a segment of consumers is sensitive to product quality and consumers' brand choice in low-involvement packaged goods categories is characterized by inertia, the authors show that quality store brands can be an instrument for retailers to generate store differentiation, store loyalty, and store profitability, even when the store brand does not have a margin advantage over the national brand. In addition, this loyalty argument does not apply for the "cheap and nasty" private label strategy. Such a private label policy, on the contrary, reinforces rather than reduces price

competition among stores. Indeed, the quality of the store brand must be above a threshold level to create this opportunity. It also follows that quality store brands, when carried by competing retailers, can be an implicit coordination mechanism that enables all the retailers to become more profitable. Finally, a quality store brand policy is profitable only if a significant portion of shoppers buys the national brand. This surprising result establishes the complementary roles of store brands and national brands. The former create store differentiation and loyalty, whereas the latter enable the retailer to raise prices and increase store profitability. The authors provide empirical support for their thesis by using evidence from Europe and household-level scanner panel data from the United States and Canada.

An Experimental and Theoretical Analysis of Price-Matching Refund Policies, SANJAY JAIN and JOYDEEP SRIVASTAVA, August 2000, 351–62.
See "Pricing"

SALES FORCE MANAGEMENT

From Uncertain Intentions to Actual Behavior: A Threshold Model of Whether and When Salespeople Quit, MURALI CHANDRASHEKARAN, KEVIN MCNEILLY, FREDERICK A. RUSS, and DETELINA MARINOVA, November 2000, 463–79.

In this article, the authors focus on the formation of intentions to quit among salespeople and the link between these intentions and subsequent quitting behavior. Building on the foundations of the recently developed judgment uncertainty and magnitude parameters (JUMP) model, which statistically and simultaneously separates the drivers of judgment magnitude from those of judgment uncertainty, the authors present a model of the formation of uncertain intentions that decomposes a stated intention into a magnitude and an uncertainty dimension. The authors then develop hypotheses regarding the impact of affective and continuance commitment and critical sales events on intention magnitude and the effect of critical sales events and role stress on intention uncertainty. Subsequently, the authors develop a threshold model of the intention–behavior link that articulates a psychological mechanism within which uncertainty-laden intentions translate into actual behavior. Empirically, results from sales force intention and turnover data provide strong support for the theorizing. In addition to identifying some drivers of intention-to-quit magnitude and uncertainty, the authors identify the crucial role of intention uncertainty in shaping both the probability and timing of subsequent behavior. Consistent with the psychological underpinnings of the threshold model, the authors find that intention uncertainty lowers the probability of intended behavior. The results regarding the timing of quitting support an uncertainty avoidance conjecture: Given a stated intention, likely quitters with greater intention uncertainty quit faster than those with lower intention uncertainty.

SAMPLING AND SURVEY METHODS

Are Consumer Survey Results Distorted? Systematic Impact of Behavioral Frequency and Duration on Survey Response Errors, EUNKYU LEE, MICHAEL Y. HU, and REX S. TOH, February 2000, 125–33.
See "Market Research Utilization"

Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-Experiments in the United States and Spain, DUNCAN I. SIMESTER, JOHN R. HAUSER, BIRGER WERNERFELT, and ROLAND T. RUST, February 2000, 102–12.
See "Customer Service"

Testing the Reliability of Weight Elicitation Methods: Direct Rating Versus Point Allocation, PAUL A. BOTTOMLEY, JOHN R. DOYLE, and RODNEY H. GREEN, November 2000, 508–13.

Two commonly used methods of assigning numerical judgments (i.e., importance weights) to attributes in order to signify their relative importance are point allocation (PA) and direct rating (DR). These methods may seem to be minor variants of each other, yet they produce very different profiles of attribute weights when rank ordered from most to least important. The weights elicited by DR were more reliable than those elicited by PA in a test–retest situation. An important practical implication of this is for multicriteria decision making. Using people's test–retest data as attribute weights on simulated alternative values revealed that the same alternative would be chosen on 88% of occasions with DR, but only 74% of occasions with PA. Moreover, subjects reacted more favorably to DR than to PA.

SCALING METHODS

Modeling Fuzzy Data in Qualitative Marketing Research, SAJEEV VARKI, BRUCE COOIL, and ROLAND T. RUST, November 2000, 480–89.
See "Content Analysis"

SEGMENTATION RESEARCH

Internet Recommendation Systems, ASIM ANSARI, SKANDER ESSEGAIER, and RAJEEV KOHLI, August 2000, 363–75.
See "Internet Marketing"

STATISTICAL METHODS

Controlling Measurement Errors in Models of Advertising Competition, PRASAD A. NAIK and CHIH-LING TSAI, February 2000, 113–24.
See "Advertising and Media Research"

Factor Analysis and Missing Data, WAGNER A. KAMAKURA and MICHEL WEDEL, November 2000, 490–98.

The authors study the estimation of factor models and the imputation of missing data and propose an approach that provides direct estimates of factor weights without the replacement of missing data with imputed values. First, the approach is useful in applications of factor analysis in the presence of missing data. Second, the proposed factor analysis model may be used as a vehicle for imputing missing data, producing a complete data set that can be analyzed subsequently with some other method. Here, the factor model itself is not of primary interest but presents a suitable model for purposes of imputation. The proposed method accommodates various patterns of missing data commonly found in marketing. The framework for factor analysis the authors develop deals with both discrete and continuous variables and gives rise to several models not considered previously. The authors illustrate various factor models on synthetic data, investigating their performance when missing data are present and when the distribution of the observed variables is incorrectly specified. The authors provide two empirical studies of the performance of the approach. In the first, the authors demonstrate how the proposed approach recovers the true (complete-data) factor structure in the presence of missing observations that occur because of item nonresponse and compare the procedure with three alternative methods traditionally used for handling missing data in factor analysis. In the second application, the factor model is used as a vehicle to impute data that are missing by design.

A Hierarchical Bayes Model for Assortment Choice, ERIC T. BRADLOW and VITHALA R. RAO, May 2000, 259–68.

In this research, the authors merge an established methodology—hierarchical Bayesian modeling—and an existing utility model—Farquhar and Rao's (1976) balance model—to describe individual choices among assortments of multiattributed items. This approach facilitates addressing three managerial questions of direct importance: (1) Which assortment of a given size has the most customers for whom it is the preferred assortment (and what fraction of customers)? (2) Which products should be added to a given assortment to maximize the fraction of customers who can find their most preferred assortment? and (3) For a given assortment, what type of customer is likely to purchase it? The model is applied to assortment choices constructed from a set of eight popular magazines with five measured attributes: business, current events, human interest stories, sports, and technology. The analysis indicates that consumers are heterogeneous: Some customers are price sensitive and unresponsive to the magazine attributes, and others are sensitive to the magazine features but do not necessarily want more of them. In addition, the authors observe that many subjects do not prefer varied assortments; rather, consumers focus on purchasing magazines with high levels of the attribute they want.

A Multiple-Item Model of Paired Comparisons: Separating Chance from Latent Preference, ALBERT C. BEMMAOR and UDO WAGNER, November 2000, 514–24.
See "New Product Development and Launch"

A New Dimension Reduction Approach for Data-Rich Marketing Environments: Sliced Inverse Regression, PRASAD A. NAIK, MICHAEL R. HAGERTY, and CHIH-LING TSAI, February 2000, 88–101.

In data-rich marketing environments (e.g., direct marketing or new product design), managers face an ever-growing need to reduce the num-

ber of variables effectively. To accomplish this goal, the authors introduce a new method called sliced inverse regression (SIR), which finds factors by taking into account the information contained in both the dependent and independent variables. Sliced inverse regression objectively identifies appropriate factors through simple statistical tests for determining the number of factors to retain and for assessing the significance of factor-loading coefficients. The authors make conceptual connections between SIR and several existing approaches, including principal components regression (PCR) and partial least squares regression (PLSR). Using Monte Carlo experiments, the authors demonstrate that SIR performs better than these approaches. Two empirical examples—designing a new executive business program and direct marketing by a catalog company—are presented to illustrate the application of SIR and to show that it outperforms both PLSR and PCR in these cases. In addition, the authors discuss how direct marketers can apply SIR to analyze large databases and to thus target customers effectively. In conclusion, SIR is a promising methodology in data-intensive marketing environments.

Parameter Bias from Unobserved Effects in the Multinomial Logit Model of Consumer Choice, CHARLES ABRAMSON, RICK L. ANDREWS, IMRAN S. CURRIM, and MORGAN JONES, November 2000, 410–26.
See "Econometric Models"

Response Latencies in the Analysis of Conjoint Choice Experiments, RINUS HAAIJER, WAGNER A. KAMAKURA, and MICHEL WEDEL, August 2000, 376–82.
Response latencies provide information about consumers' choice behavior in a conjoint choice experiment. The authors use filtered response latencies to scale the covariance matrix of a multinomial probit model and show that this leads to better model fit and holdout predictions, even if the response latencies in the holdout task are not used. The authors provide an empirical application along with a tentative explanation for the findings of the effect of response latencies.

STRATEGY AND PLANNING

Cast Demographics, Unobserved Segments, and Heterogeneous Switching Costs in a Television Viewing Choice Model, RON SHACHAR and JOHN W. EMERSON, May 2000, 173–86.
See "Advertising and Media Research"

SURVEY DESIGN

A Multiple-Layer Model of Market-Oriented Organizational Culture: Measurement Issues and Performance Outcomes, CHRISTIAN HOMBURG and CHRISTIAN PFLESSER, November 2000, 449–62.
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